



C A R T H A G E
**STANDARD
SPECIFICATION
FLOOR COVERING**

* 1 9 3 9 *

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Mike Jackson, FAIA

C A R T H A G E



Standard Specification

F E L T B A S E
F L O O R C O V E R I N G S

1939

CARTHAGE MILLS INCORPORATED
MAIN OFFICE, CINCINNATI

BRANCHES, NEW YORK, 295 FIFTH AVENUE • CHICAGO, 13TH FLOOR, MERCHANTISE MART

WHAT "STANDARD SPECIFICATION" MEANS TO YOU



The successful manufacture of any reliable product is the result of painstaking care in every manufacturing process . . . in the selection of raw materials . . . in the adherence to uniform methods of production and definite standards for weight, size and durability. To assure the buyer of the highest quality, the leaders in every industry invariably establish certain manufacturing requirements as a production guide.

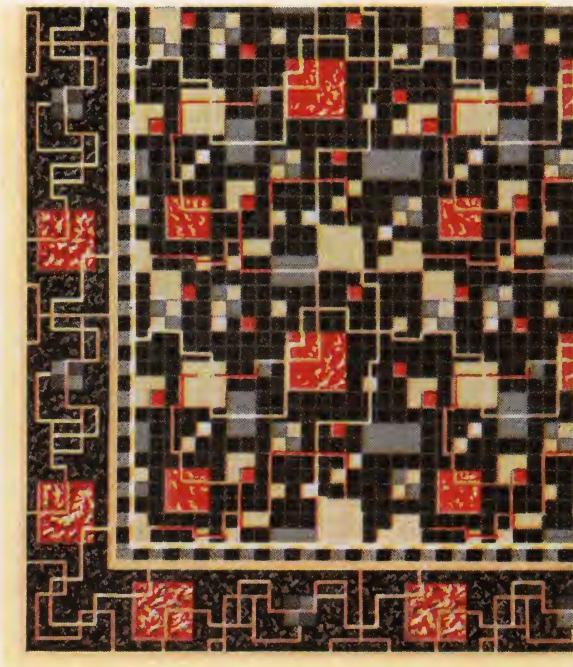
In the Felt Base Floor Covering Industry, manufacturers have for a long time voluntarily contributed their scientific knowledge and practical experience to the formulation of a comprehensive table of **Standard Specifications**. These specifications are designed to protect the purchaser of Felt Base Floor Coverings by providing uniform quality of materials and workmanship in the products offered for sale.

In the every day production of Carthage Felt Base Floor Coverings, the existing **Standard Specifications** are the inflexible law. Every precaution is taken to surpass the established requirements. In addition, the Research Department at Carthage is constantly seeking new and better methods and materials which, when proved and perfected, are incorporated in **Carthage Standards**.

The result of this strict policy is a complete line of Carthage Felt Base Floor Coverings of the highest, unvarying quality. In the variety of designs, in the attractiveness of patterns, and in wearing qualities and durability, Felt Base Floor Coverings manufactured by Carthage are considered unsurpassed. Insist on products bearing the Carthage "Standard Specification" label . . . it is your guarantee of **QUALITY!**

SARRANA RUGS

FELT BASE



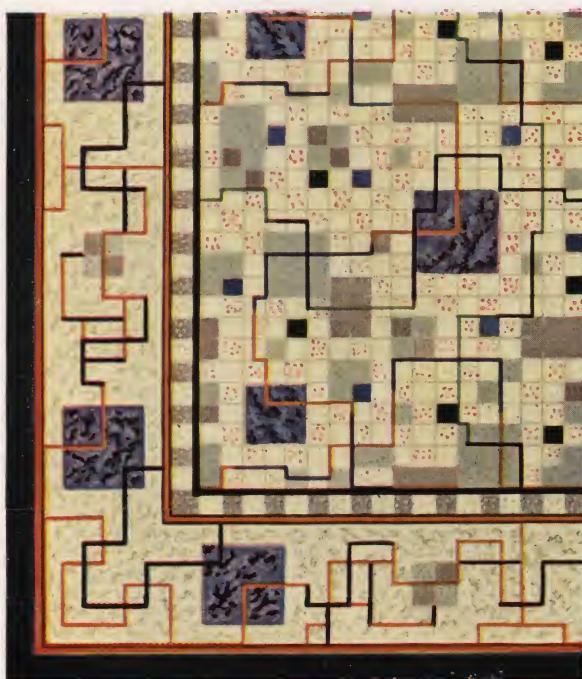
Pattern 4012

9x12, 9x10½, 7½x9, 6x9



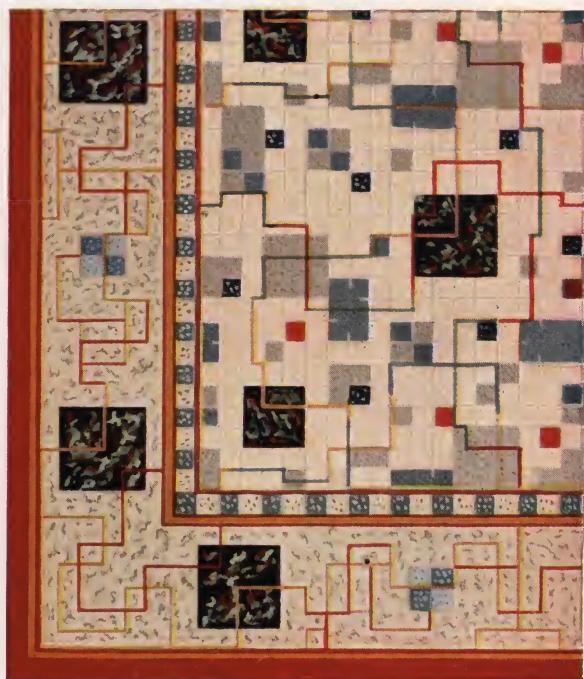
Pattern 4003

9x12, 9x10½, 7½x9, 6x9



Pattern 4010

9x12, 9x10½, 7½x9, 6x9



Pattern 4011

9x12, 9x10½, 7½x9, 6x9

STANDARD SPECIFICATION



FLOOR COVERINGS

SARRANA RUGS

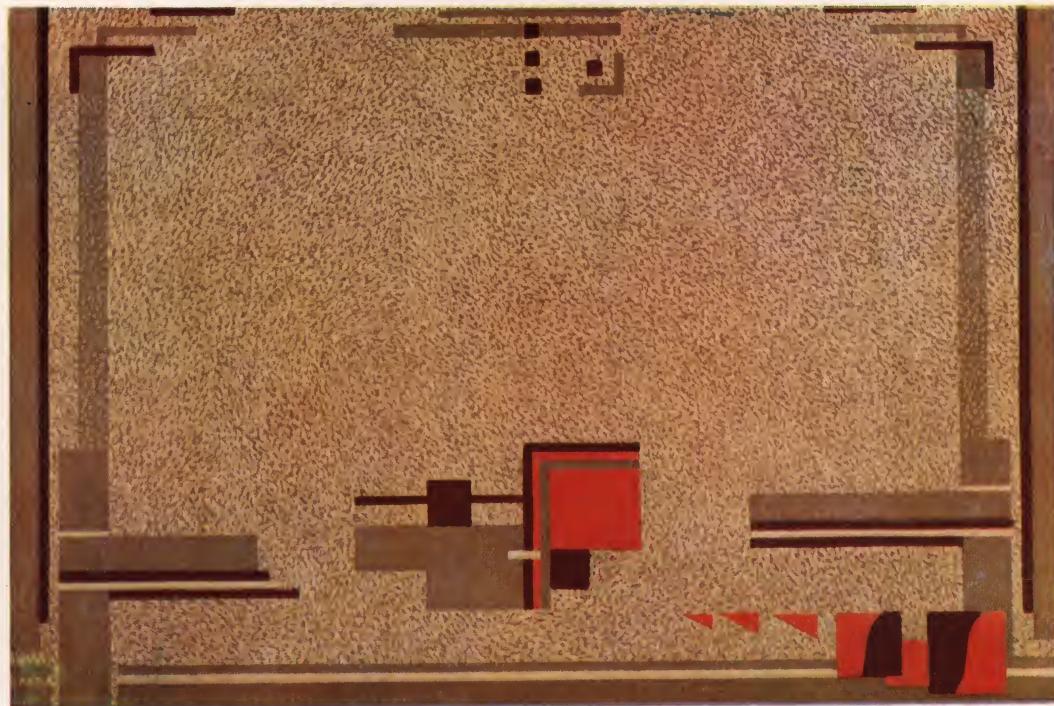
FELT BASE

LUSTER THAT LASTS

A new non-slip wax element has been added to our Sarrana line of Rugs and Yard Goods. This is not merely a surface treatment—much better than that—the wax is mixed right with the enamel paints.

We have taken a tip from the thousands of home makers who wax their felt base rugs and floor covering to keep colors bright and reduce scuffing. However, Carthage Mills has gone a step farther and in place of a temporary surface application Sarrana products have a **built-in wax finish**, and that means a **luster that lasts**.

Remember—when you buy **Sarrana** you get the **best in standard weight felt base**.



Pattern 4020

9x12, 9x10½, 7½x9, 6x9

STANDARD SPECIFICATION

FLOOR COVERINGS

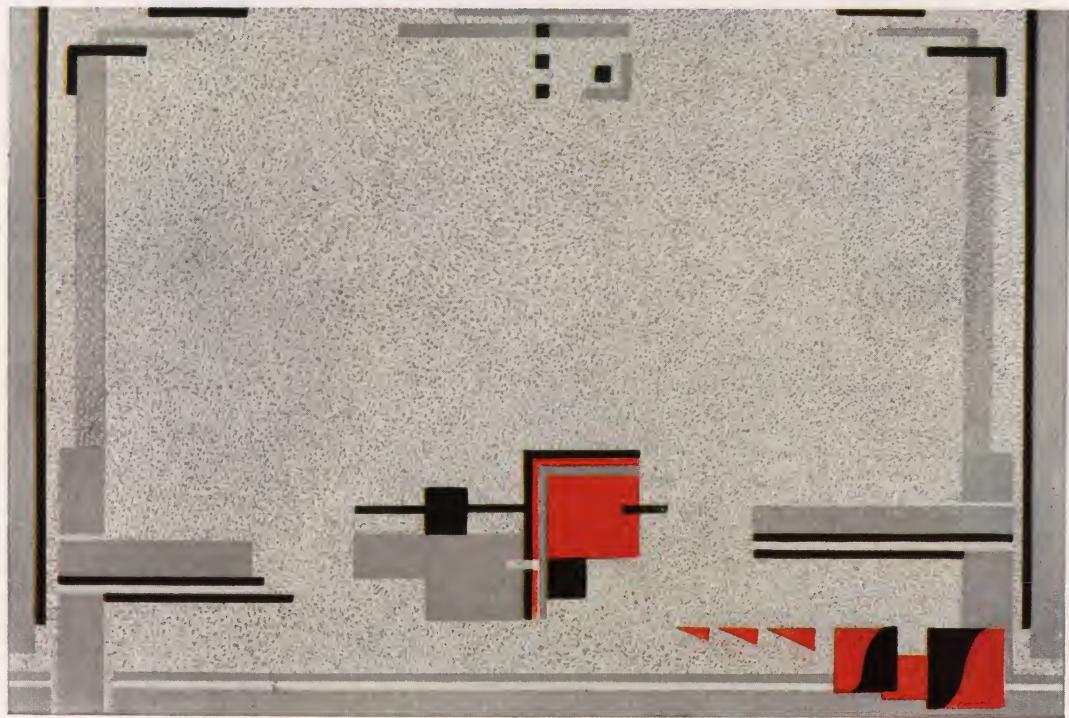
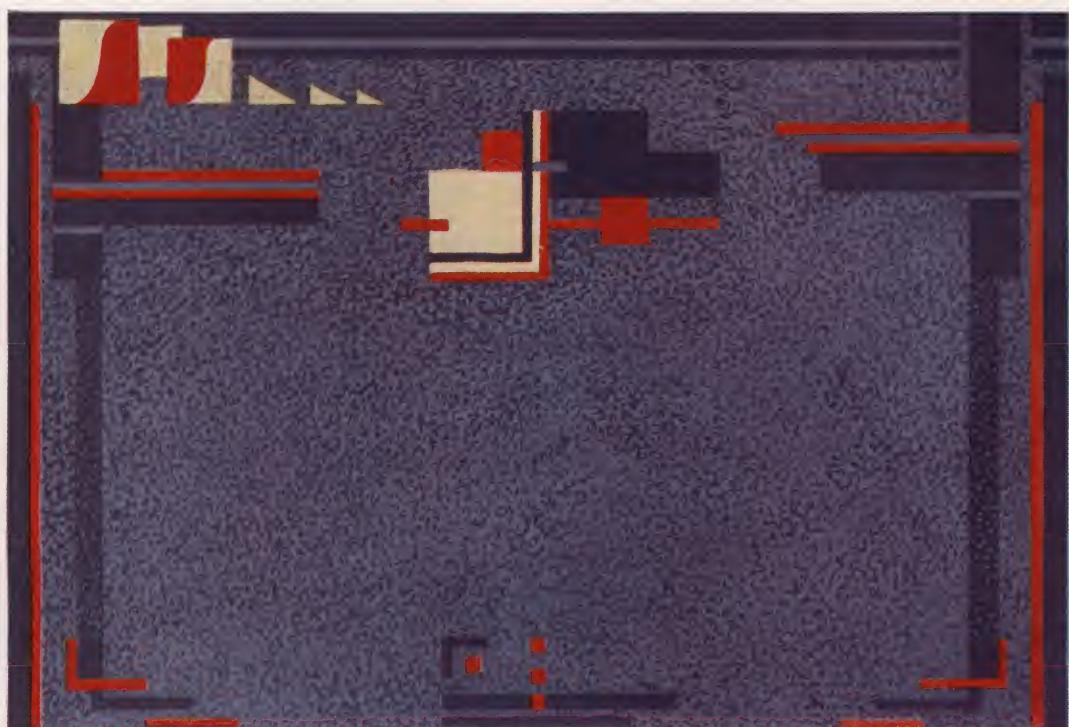


SARRANA RUGS

FELT BASE

Pattern 4022

9x12, 9x10½, 7½x9, 6x9



Pattern 4021

9x12, 9x10½, 7½x9, 6x9

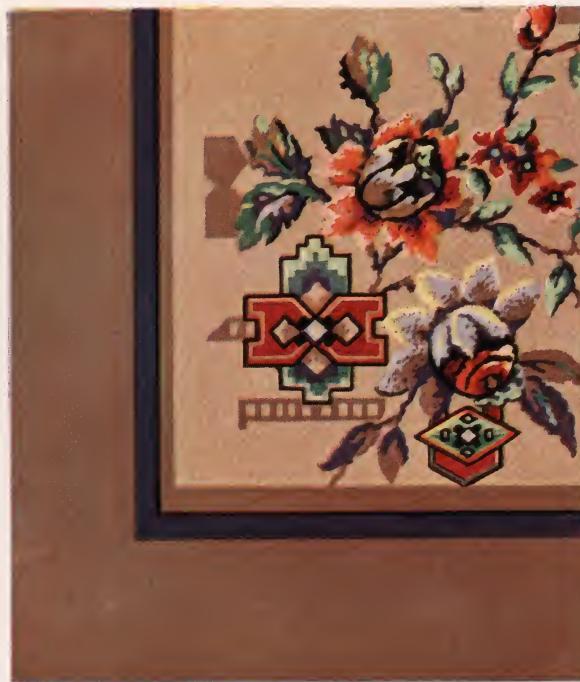
STANDARD SPECIFICATION



FLOOR COVERINGS

SARRANA RUGS

FELT BASE



Pattern 2001

9x12, 6x9



Pattern 2000

9x12, 6x9



Pattern 2065

9x12, 9x10½, 7½x9, 6x9

STANDARD SPECIFICATION



FLOOR COVERINGS

SARRANA RUGS

FELT BASE



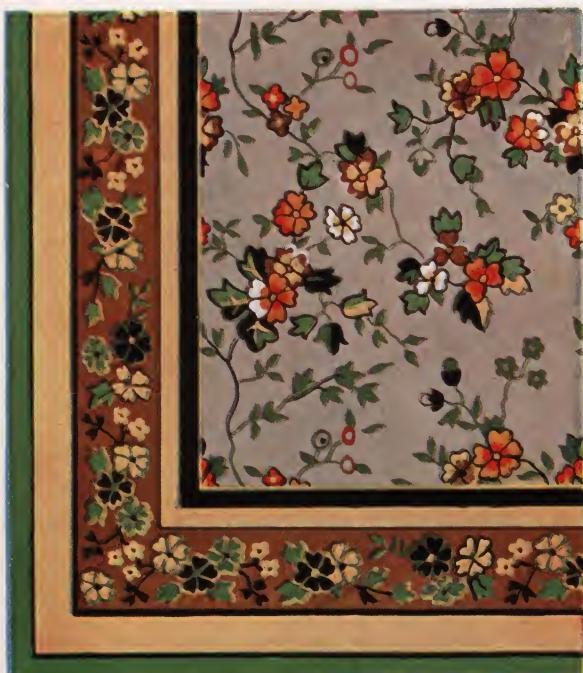
Pattern 4002

9x12, 9x10½, 7½x9, 6x9



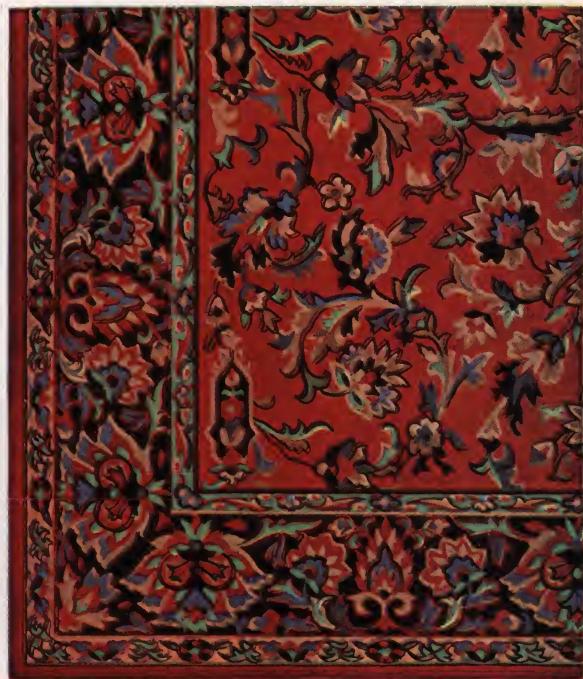
Pattern 4001

9x12, 9x10½, 7½x9, 6x9



Pattern 4000

9x12, 9x10½, 7½x9, 6x9



Pattern 2066

9x12, 9x10½, 7½x9, 6x9

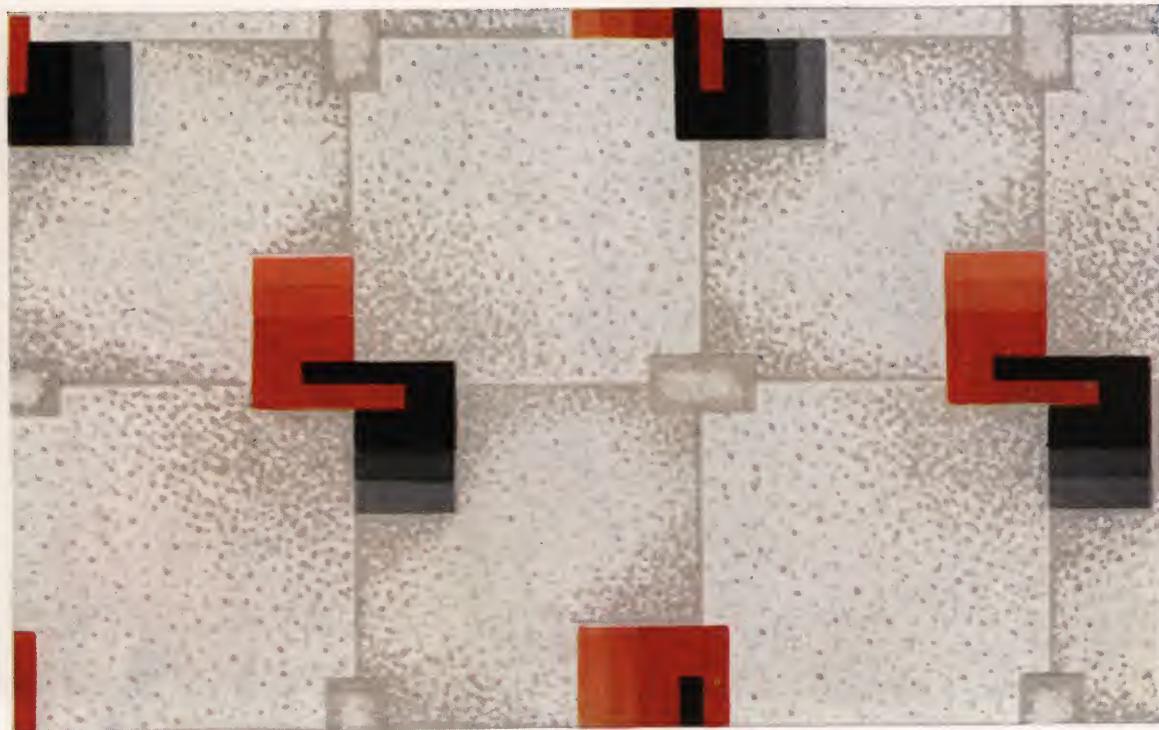
STANDARD SPECIFICATION



FLOOR COVERINGS

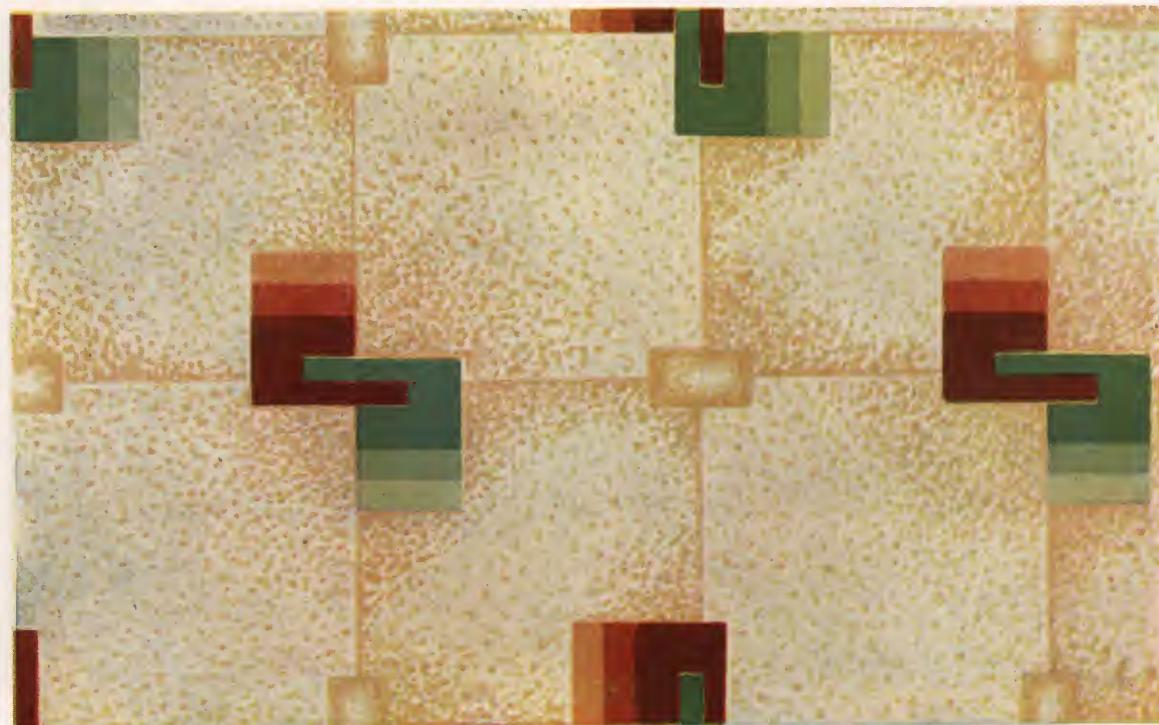
SARRANA YARD GOODS

FELT BASE



Pattern 1380

8/4 and 12/4 Widths



Pattern 1381

8/4 and 12/4 Widths

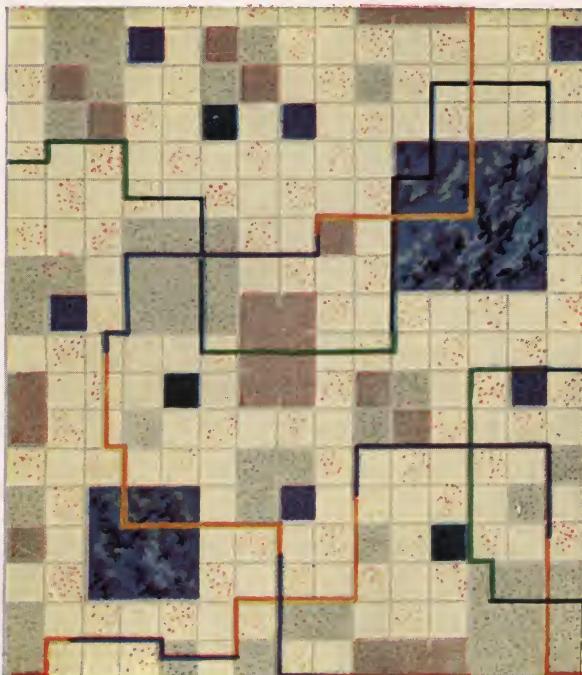
STANDARD SPECIFICATION



FLOOR COVERINGS

SARRANA YARD GOODS

FELT BASE



Pattern 1320

8/4 and 12/4 Widths



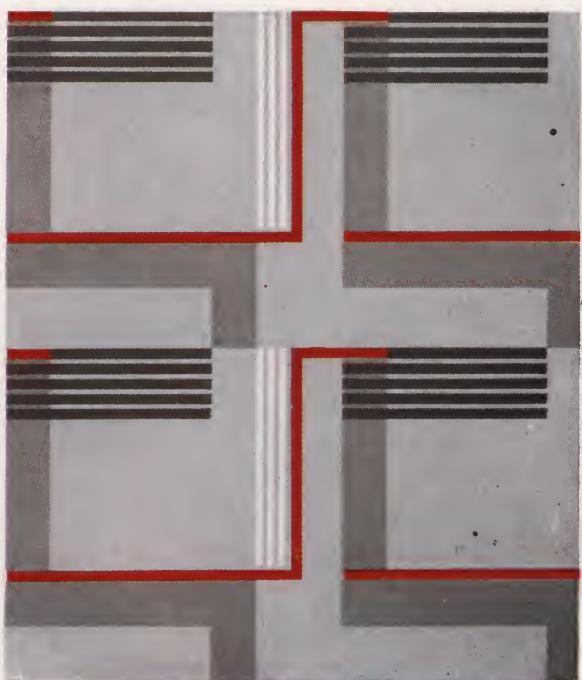
Pattern 1321

8/4 and 12/4 Widths



Pattern 1277

8/4 and 12/4 Widths



Pattern 1279

8/4 and 12/4 Widths

STANDARD SPECIFICATION



FLOOR COVERINGS

SARRANA YARD GOODS

FELT BASE



Pattern 1341

8/4 and 12/4 Widths



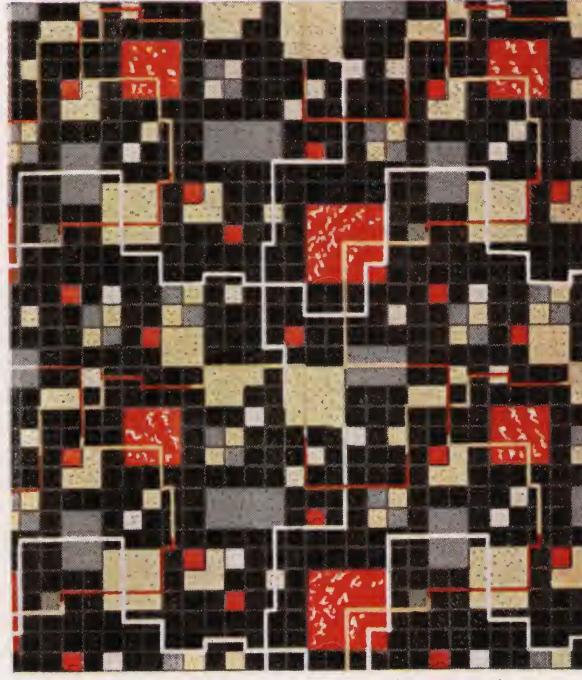
Pattern 1342

8/4 and 12/4 Widths



Pattern 1340

8/4 and 12/4 Widths



Pattern 1322

8/4 and 12/4 Widths

STANDARD SPECIFICATION



FLOOR COVERINGS

SARRANA YARD GOODS

FELT BASE



Pattern 1351

8/4 and 12/4 Widths



Pattern 1350

8/4 and 12/4 Widths



Pattern 1297

8/4 and 12/4 Widths

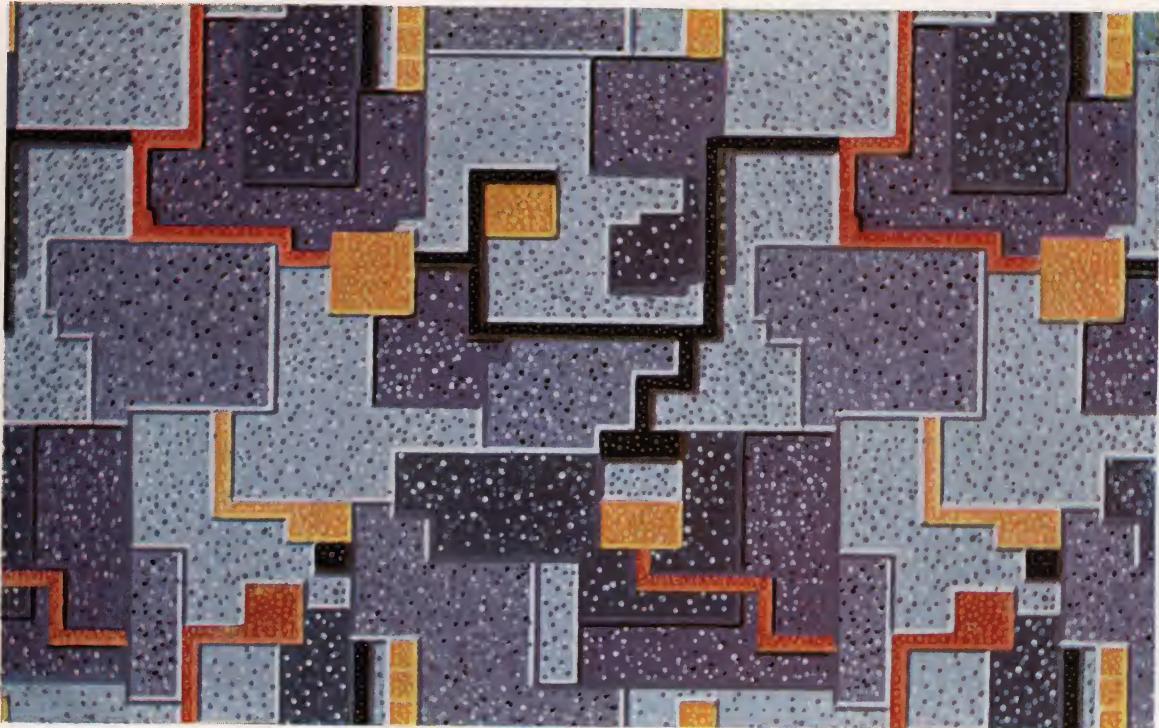
STANDARD SPECIFICATION



FLOOR COVERINGS

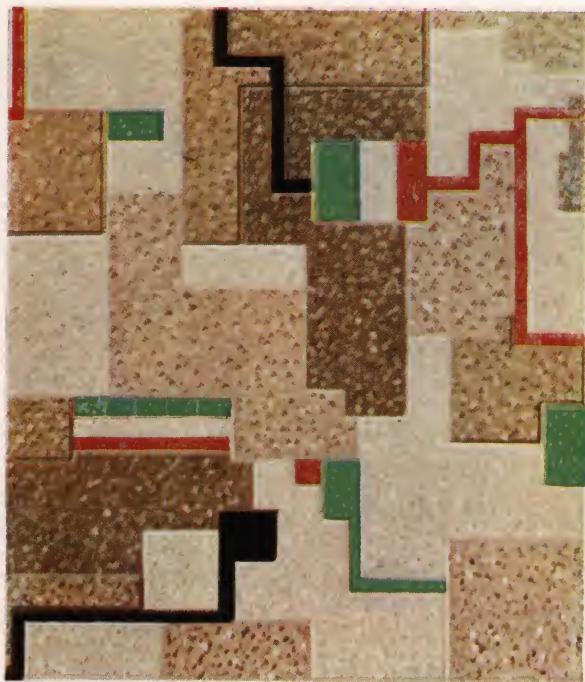
SARRANA YARD GOODS

FELT BASE



Pattern 1363

8/4 and 12/4 Widths



Pattern 1361

8/4 and 12/4 Widths



Pattern 1360

8/4 and 12/4 Widths

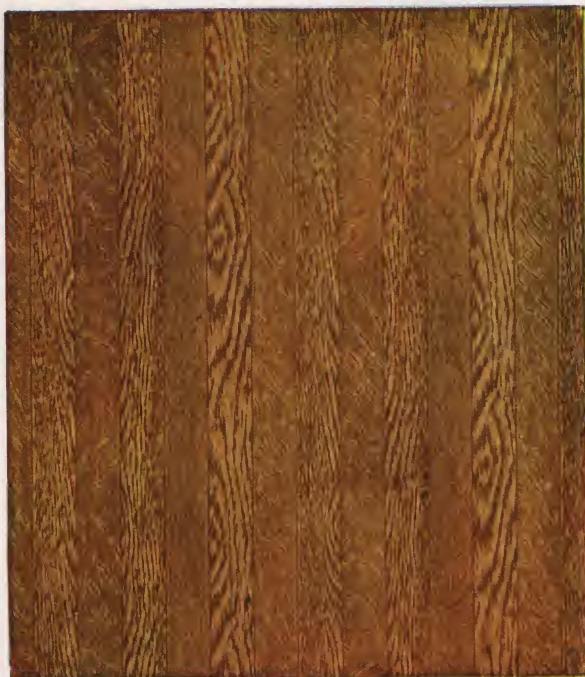
STANDARD SPECIFICATION



FLOOR COVERINGS

SARRANA RUG BORDER

FELT BASE



Pattern 526-A

24", 36", 72" Wide



Pattern 524-A

24", 36", 72" Wide



Pattern 710

COLONIAL PLANKING

3 Ft., 6 Ft. and 9 Ft. Wide

STANDARD SPECIFICATION

FLOOR COVERINGS



CARTHAGE ROTARUS RUGS

(U. S. Patents Nos. 1691021 and 1787140)

FELT BASE

The Rotarus Rug—manufactured by the perfected rotary process, spar-varnished and carrying a warranty of satisfactory service—occupies a unique position in the felt base floor covering field.

This rug gives you the opportunity to meet the demand of that great market—governed in purchasing by the need for strict economy.

Rotarus is a name known to millions. Each year for the past 10 years this name has gained more and more good will. Today the fine quality—the large selection of patterns of the Rotarus line can only mean a further gain in popularity.

Cash in on this big Felt Base value. Rotarus means **extra sales—extra profits.**



Pattern 232

9x12



Pattern 233

9x12

W A R R A N T E D . . . S P A R V A R N I S H E D

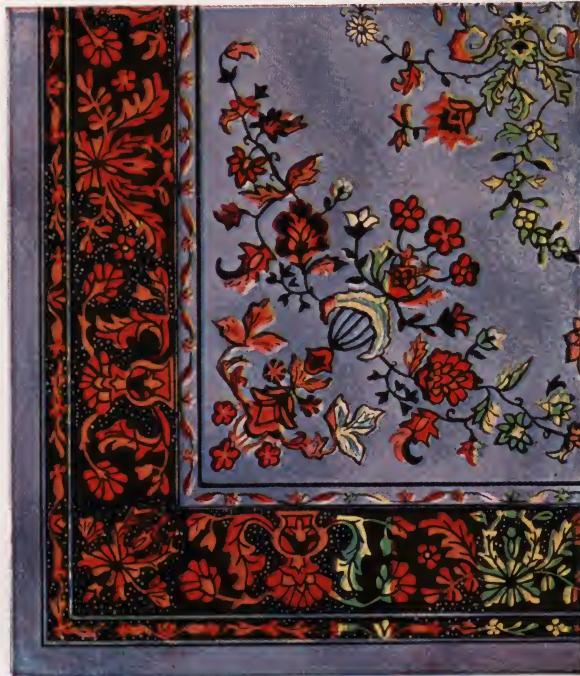
ROTARUS RUGS

FELT BASE



Pattern 270

9x12



Pattern 271

9x12



Pattern 273

9x12



Pattern 272

9x12

W A R R A N T E D . . . S P A R V A R N I S H E D

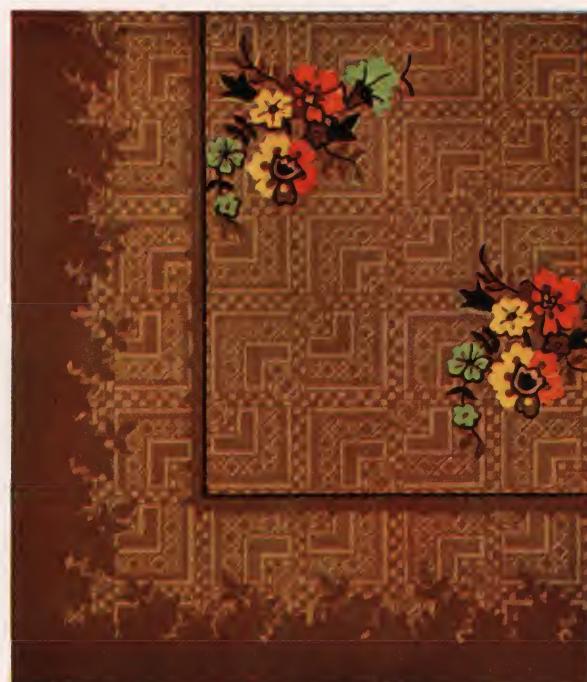
ROTARUS RUGS

FELT BASE



Pattern 243

9x12



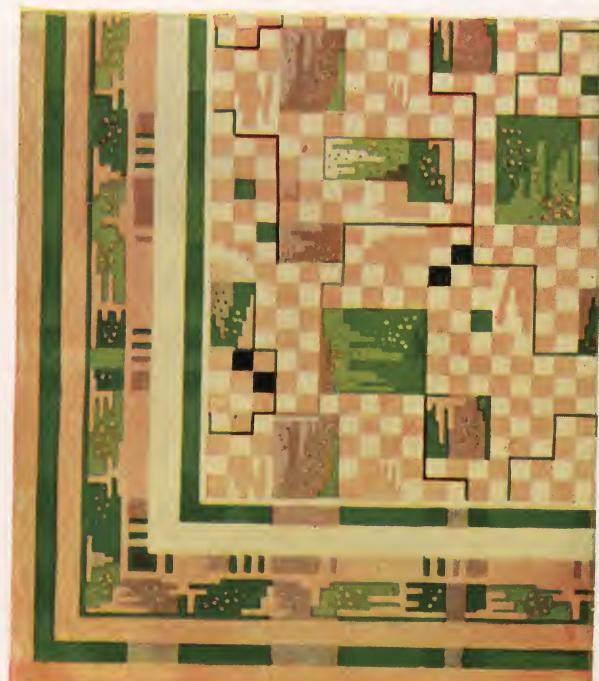
Pattern 260

9x12



Pattern 241

9x12



Pattern 242

9x12

W A R R A N T E D . . . S P A R V A R N I S H E D

ROTARUS RUGS

FELT BASE



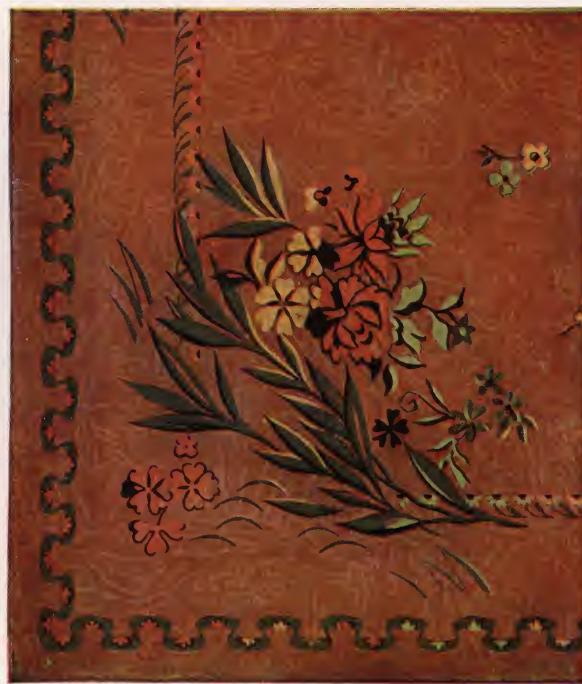
Pattern 261

9x12



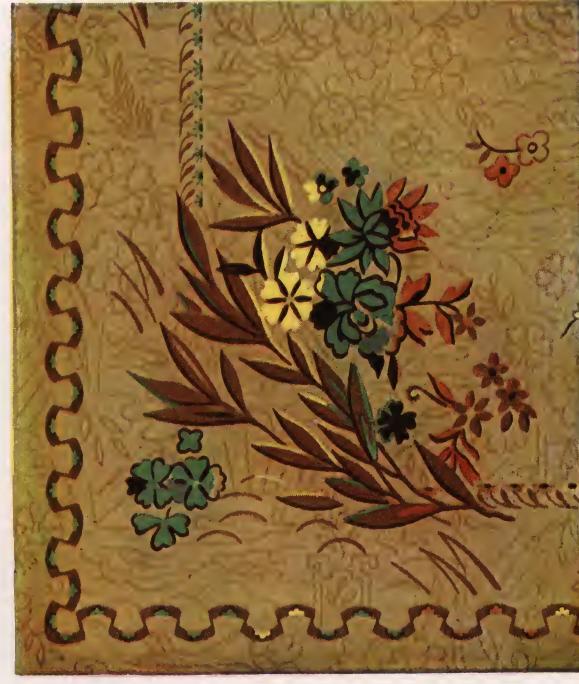
Pattern 213

9x12



Pattern 211

9x12



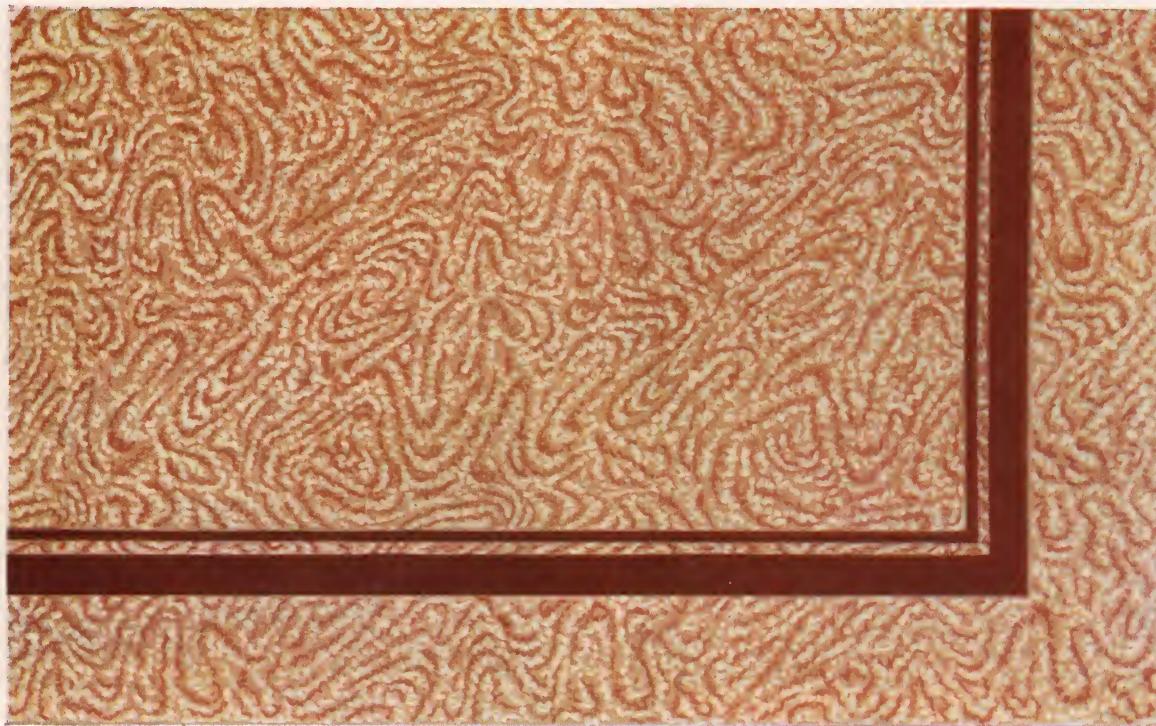
Pattern 212

9x12

W A R R A N T E D . . . S P A R V A R N I S H E D

ROTARUS RUGS

FELT BASE



Pattern 290

9x12



Pattern 291

9x12

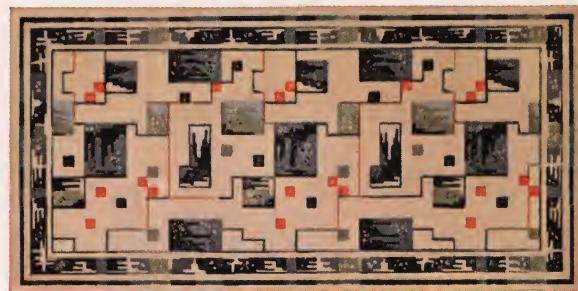
W A R R A N T E D . . . S P A R V A R N I S H E D

CARTHAGE BORDERED MATS

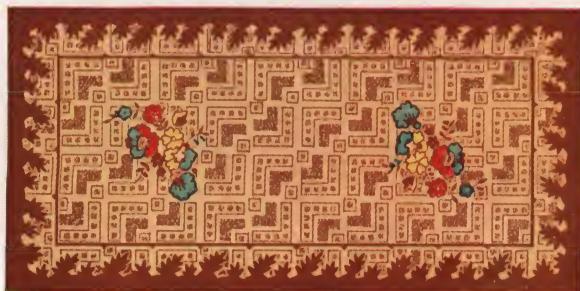
FELT BASE



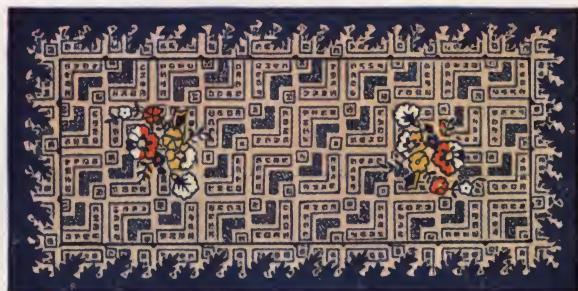
70



76



73



77



74



75

PACKING

18 x 27—30 to a carton

27 x 36—20 to a carton

18 x 36—30 to a carton

27 x 54—12 to a carton

4 1/2 x 4 1/2 Stove Mats—6 to a carton



Above sizes packed assorted

4 1/2 x 4 1/2 not made in patterns 74 and 75



Solid packing of any individual pattern available except in
the 4 1/2 x 4 1/2 size.

SHIPPING WEIGHTS

STANDARD SPECIFICATION

FLOOR COVERINGS



SARRANA RUGS

9 x 12—41 lbs.	7½ x 9—27 lbs.
9 x 10½—37 lbs.	6 x 9—22 lbs.

SARRANA YARD GOODS

2 yards wide—Average weight—180 lbs.
3 yards wide—Average weight—280 lbs.

★

SARRANA RUG BORDER

24" wide—60 lineal yards—105 lbs.
36" wide—60 square yards—157 lbs.
72" wide—60 square yards—169 lbs.

★

COLONIAL PLANKING

3 feet wide—30 square yards— 75 lbs.
6 feet wide—60 square yards—150 lbs.
9 feet wide—90 square yards—225 lbs.

★ ★ ★

ROTARUS RUGS

9 x 12—36 lbs.

★

CARTHAGE BORDERED MATS

18" x 27"—30 to a carton—29½ lbs.
18" x 36"—30 to a carton—40 lbs.
27" x 36"—20 to a carton—40 lbs.
27" x 54"—12 to a carton—35 lbs.
4½' x 4½'—6 to a carton—39 lbs.

